

Notice of Allowability

Application No.

09/653,888

Examiner

Amee A. Shah

Applicant(s)

COFINO ET AL.

Art Unit

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office, or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Ex. Amdt 4/9/07 & App. Amdt 2/28/07.
2. ☒ The allowed claim(s) is/are 1,5,6,9,11-15 and 18.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____


JEFFREY A. SMITH
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

The application has been amended as follows:

In the Title:

The title has been changed as follows:

Business Method For Graphically Representing ~~Visually Analyzing~~ Clickstream Data of a Shopping Session on a Network With A Parallel Coordinate System.

REASONS FOR ALLOWANCE

Claims 1, 5, 6, 9, 11-15 and 18 are allowed.

The following is an examiner's statement of reasons for allowance:

Claim 1.

The prior art of record neither anticipates nor fairly and reasonably teaches the method of claim 1 of graphically representing clickstream data of a shopping session on a network. In particular, the prior art does not anticipate nor fairly and reasonably teach a method comprising: extracting a plurality of shopping sessions from one or more Web server logs of one or more

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Web server systems of one or more online stores, said shopping sessions comprising shopping steps and said shopping steps comprising at least one of product viewing, product selection, shopping cart placement and purchase, deriving micro-conversions from the plurality of shopping sessions, the micro-conversion comprising a shopper's progress from one shopping step to another; *in response to a request, grouping the micro-conversions according to the shopping steps of the shopping sessions such that each micro-conversion group terminates in the shopping step where its shopping session ends, at least one micro-conversion group terminating at the purchase shopping step and at least one micro-conversion group terminating at other than the purchase shopping step*; and graphically representing, on a computer-generated graphical display, clickstream data *from each of the micro-conversion groups* in a first visualization, the first visualization comprising at least three axes representing the shopping steps and lines that each correspond to one of the micro-conversion groups, wherein one of the axes represents the purchase shopping step.

A remarkable prior art, made of record in previous office actions, is Wenig et al., US 6,286,030 B1 (hereafter referred to as "Wenig"). Wenig teaches a method of graphically representing clickstream data of a shopping session on a network comprising extracting a plurality of shopping sessions, i.e. user sessions that may or may not culminate in a purchase, from one or more Web server logs of one or more Web server systems of one or more online stores, said shopping sessions comprising shopping steps of one or more Web server systems of one or more online stores, i.e. requests and responses through which the analyzer can step through in order to recreate the session (*e.g.* Abstract, Figs. 1-4, col. 4, lines 27 – 56, col. 5, lines

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4-12 and 20-40, col. 7, lines 57-67 and col. 9, line 56 through col. 10, line 8), deriving micro-conversions from the plurality of shopping sessions, the micro-conversion comprising a shopper's conversion from one shopping step to another (*e.g.* col. 5, lines 3-13), and graphically representing clickstream data from micro-conversions in a first visualization (*see at least* Figs. 6 and 7, col. 1, lines 47 – 50, col. 5, lines 14 – 15, and col. 7, lines 44 – 67).

While Wenig teaches extracting shopping sessions comprising shopping steps and essentially the user's progression through a shopping endeavor (see at least, col. 4, lines 33-40, col. 5, lines 4-12 and 20-40 and col. 9, line 56 through col. 10, line 8), Wenig does not but does not explicitly disclose the shopping steps comprising at least one of product viewing, product selection, shopping cart placement and purchase, although at least one of these steps is inherently included in a shopping session that culminates in a purchase.

However, Wenig does not anticipate nor fairly and reasonably teach in response to a request, grouping the micro-conversions according to the shopping steps of the shopping sessions such that each micro-conversion group terminates in the shopping step where its shopping session ends, at least one micro-conversion group terminating at the purchase shopping step and at least one micro-conversion group terminating at other than the purchase shopping step; and graphically representing, on a computer-generated graphical display, clickstream data from *each of the micro-conversion groups* in a first visualization, the first visualization comprising at least three axes representing the shopping steps and lines that each correspond to

one of the micro-conversion groups, wherein one of the axes represents the purchase shopping step.

Another remarkable prior art, made of record on previous office actions, is Nareddy et al., US 6,785,666 B1 (hereafter referred to as "Nareddy"). Nareddy teaches a method for providing customers with access to and analysis of event data stored in log files and collected by a data warehouse system where the event data comprise clickstream log file, product data (such as products offered) and shopping cart data (i.e. items placed in shopping cart) (col. 4, lines 2-15).

However, Nareddy does not anticipate nor fairly and reasonably teach in response to a request, *grouping the micro-conversions according to the shopping steps of the shopping sessions such that each micro-conversion group terminates in the shopping step where its shopping session ends, at least one micro-conversion group terminating at the purchase shopping step and at least one micro-conversion group terminating at other than the purchase shopping step*; and graphically representing, on a computer-generated graphical display, clickstream data from each of the micro-conversion groups in a first visualization, the first visualization comprising at least three axes representing the shopping steps and lines that each correspond to one of the micro-conversion groups, wherein one of the axes represents the purchase shopping step.

A third remarkable prior art, made of record in previous office actions, is Yaginuma et al. US 6,477,538 B2 (hereafter referred to as "Yaginuma"). Yaginuma teaches that complex data may be graphically represented in what is described as a "parallel coordinate system" (*see at least* Abstract, Figs. 2 and 6, col. 2, lines 13 –15 and lines 30 – 37, and col. 6, lines 29 - 34). Such system comprises at least three axes and one or more lines that each correspond to complex data retrieved and plotted in graphical "parallel coordinate system."

However, Yaginuma does not anticipate nor fairly and reasonably teach in response to a request, grouping the micro-conversions according to the shopping steps of the shopping sessions such that each micro-conversion group terminates in the shopping step where its shopping session ends, at least one micro-conversion group terminating at the purchase shopping step and at least one micro-conversion group terminating at other than the purchase shopping step; and graphically representing, on a computer-generated graphical display, clickstream data from *each of the micro-conversion groups* in a first visualization, the first visualization comprising at least three axes representing the shopping steps and lines that each correspond to one of the micro-conversion groups, wherein one of the axes represents the purchase shopping step.

Claims 5, 6, 11-15 and 18.

Claims 5, 6, 11-15 and 18 are dependencies of independent claims 1 and are allowable over the prior art for the reasons identified above with respect to claim 1.

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Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

EXAMINER'S COMMENTS

The amendments to claim 1 as filed February 28, 2007, are sufficient to overcome the prior art. Applicant's arguments, see Remarks/Arguments, filed February 28, 2007, with respect to amended claim 1 have been fully considered and are persuasive.

The terminal disclaimer, filed April 9, 2007, removes the double patenting rejection of July 14, 2004.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure: Grauch et al., WO 98/31114, discloses a method and system for tracking network use including compiling clickstream data and provide graphical displays of the compiled data per user (*see, e.g.*, Fig. 6B and 7, and pages 3-6, and 27-34).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Amee A. Shah whose telephone number is 571-272-8116. The examiner can normally be reached on Mon.-Fri. 7:00 am - 3:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

AAS

April 16, 2007


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